



D.M. / / /
T&D / / 10/1/90
S.R.M. / / /
S.A.M. / 2/8/93

G.N. KURUC, JR.
Chain Accounts Manager

January 26, 1993

CC: ALL SALES PERSONNEL

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

To: G. P. Buchas
J. T. Jones
All Divisions/Districts with Direct Responsibility for Shop Rite Member Stores

Re: Wakefern Food Corporation

Dear Managers:

WORTH Cigarettes have finally been presented to Wakefern's Committee, and will be distributed to stores this week.

It is my understanding that the presentation was rather incomplete, and left many unanswered questions regarding this new item.

I have prepared a sample letter with all applicable information about the new brand. Please feel free to place this information on your letterhead, and distribute to individually owned store owners or member group buyers.

Although it is not contained in the letter, Wakefern plans to pass on \$.50 per carton in the form of a retail incentive. Please use discretion in handling this with your customers.

As always, thank you for your valued assistance.

Best Regards,

G. N. Kuruc, Jr.

GNK/fr
Attachment

cc: Applicable RSM's
NASA

"We work for smokers."

51849 9750